

March 15, 2012

Dear Supporter of the Riverside Citrus Bicycle Classic,

**Thanks to you, the first annual Riverside Citrus Classic Bicycle Ride last year was a complete success.** With your generous support, we exceeded our fundraising and participation goals and were capable of making a substantial contribution to both of Riverside's school district foundations, having an impact on literally tens of thousands of students. Thanks to you, we invested \$30,000 directly into enrichment programs in our local public schools.

**Now we are working hard to build on last year's success and need your help.** With an anticipated three times the number of riders, double the number of vendors, improved routes, and a fantastic post-ride Festival, this year's ride promises to be one of the region's best.

We are giving last year's generous sponsors an opportunity to **secure "lead" spots in a few different categories**, enabling us to ensure that our sponsors gain maximum benefit from their participation in the event while also helping us secure sponsors early in the process.

Consider the following **benefits for your investment**:

- High-profile exposure relating to Riverside's premier cycling event;
- Targeted advertisement to the families of over 60,000 students;
- Exclusive "naming" rights in each category as the "lead sponsor";
- Association with a rapidly growing, positive, and "buzz-worthy" effort;
- Close affiliation with over 2,000 riders and all of Southern California's cycling community (well over 100,000 riders);
- Anchor positions at a Festival that will serve over 5,000 people on race day;
- Mentions on social media and websites, news, and marketing efforts;
- Tax-deductible contributions to education; etc.

**We look forward to partnering with you in 2012 and welcome your support and involvement in our planning process.** You will be an essential component to making next year's event three-times as large, as well as in strengthening our local school districts in this critical time. Visit our website or Facebook page for updates.

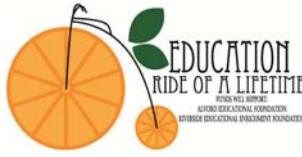
Again, thank you. Please fill out the attached sponsorship acceptance and return it to Nick Geleng at [nick@magnoliapools.com](mailto:nick@magnoliapools.com) or 1119 East Alessandro, Riverside, CA 92508.

Sincerely,

Steve Reneker  
2010 Ride Director

Sandra Ramirez  
President, REEF

Grey Frandsen  
2011, 2012 Ride Director



### **Early Leadership Sponsorship Packages**

On top of these benefits, consider the additional benefits that make your participation a true value for you and your organization.

#### **All lead sponsor positions include the following:**

- Listing on all promotional race materials in the 7 months of event marketing;
- Recognition by ride organizers at **promotions** throughout the year;
- **Booth space** at the festival (varying sizes; selling encouraged);
- Podium recognition;
- Rider bag hand-out opportunity;
- **Four free ride entries** (\$360 value);
- Recognition in the **Press Enterprise**;
- Recognition and highlights on the ride's popular **Facebook** site
- Recognition on **Active.com** and other Southern California ride outlets;
- Access to a post-ride **VIP tent** where you can mingle with cycling professionals and other lead sponsors.

<b>Sponsor Title/Category</b>	<b>Sponsorship Amount (monetary or in-kind)</b>	<b>Sponsorship Benefits and Offerings</b>
<b>Lead Ride Sponsor</b> "The Acme Co. Riverside Citrus Classic"	\$30,000	THE lead ride sponsor. Premier customized package with industry/category exclusivity, naming rights, and all benefits listed in following packages.
<b>Provision Sponsor</b> "Brought to you by"	\$15,000	Premier customized package with industry/category exclusivity.
<b>Lead Food/Culinary Sponsor</b>	\$7,000	One 24'x24' booth at anchor position; preferred branding on all materials; <b>post-ride food contract designed as the exclusive "Recovery meal" vendor, with approximately \$2.50 per rider supplement</b> ; title sponsorship; exclusive "anchor food" branding.
<b>Lead Cycling Sponsor</b>	\$5,000	One 24'x24' booth at anchor position; preferred branding on all materials; named SAG branding;

		named SAG stops; title sponsor.
<b>Lead Technology/Cell Phone Sponsor</b>	\$5,000	One 24'x24' booth at anchor position; preferred branding on all materials; named SAG branding; one named SAG stop; title sponsor.
<b>Plaza "Host" Sponsor</b>	\$3,000	One 12'x12' booth in preferred position, branding on t-shirt, thank-you from podiums; email announcement to over 3,000 people; Facebook mentions and links; etc.
Friend of the Ride	\$500-\$1000	One 12'x12' booth, mention on t-shirt.
Booth Sponsor	\$250	One 12'x12' booth.

Interested in helping with an in-kind contribution? Consider the following items or forms of support:

### **Riverside Citrus Classic In-Kind Sponsorship Needs**

In-kind contributions are essential to the success of our ride. Items on this list qualify as "contributions" and can equate to any of the above-listed sponsorship levels.

<b>In-Kind Contributions</b>	<b>Quantity</b>	<b>Comments/Notes</b>
Water Bottles	10,000	Any brand.
Granola Bars/Energy Bars	4,000	Any brand.
Ice	6,000 pounds	Large bags are okay.
Energy Drink	6,000	Gatorade, Powerade, etc.
Balloons	100	Orange, green, and white preferred.
EZ-Ups	32	Borrowed, loaned, etc.
Trash Bags (large)	100	Any brand.
Tape	10 rolls	
Office Supplies	Misc.	Pens, staples, sharpies, zip-ties.
Napkins	1,000	
Cups and Plastic Cutlery	2,000 each	Plastic, any brand.
Paper Towels	100 rolls	Any brand.
Bananas	1,000	
Bagels and/or Muffins	2,000	Mixed style preferred.
Pop-cycles/Ice Cream	1,000	Any brand.



## Riverside Citrus Classic Sponsorship Response Form

Your support will be fundamental to the success of our 2012 ride. Your contribution – of any size – will help our ride generate much-needed support for student and classroom enrichment programs in our local schools that are essential to our students' success. Please fill out the below information and submit this letter with your contribution or pledge.

**FAX YOUR PLEDGE: 951-413-2990 CALL IN YOUR PLEDGE: 951-656-1785**

Via Mail: Riverside Citrus Classic @ 1119 East Alessandro, Riverside, CA 92508

\_\_\_\_ Yes, the Riverside Citrus Classic and our local schools can count on our organization's support. We value education and are committed to advancing education in our community while also promoting this excellent, community event in Riverside.

**Our Organization's Pledge:** \$ \_\_\_\_\_

[Please make checks payable to "Riverside Citrus Classic"]

Our Organization's Lead Category: \_\_\_\_\_

Our Organization's Contact Person for this Contribution:

Name: \_\_\_\_\_

Title: \_\_\_\_\_ Phone: \_\_\_\_\_

Contact Information: \_\_\_\_\_

Email Address: \_\_\_\_\_

**Special Instructions or Requests:**

A representative from our steering committee will be in touch with you right when we get your form. If you have any questions about making contributions, about the event, or about any particular sponsorship level, please let us know. Nick Geleng: (951)656-1785 or [nick@magnoliapools.com](mailto:nick@magnoliapools.com).